

## ABSTRACT OF THE DISCLOSURE

In a printer, in order to compensate for non-uniformity of one of or both of film thickness of each pixel by an ink applying characteristic of the printer and fluctuations over time of a surface area, as well as to compensate for positional non-uniformity, new image data is generated from original image data and from the ink applying characteristic of the printer. Even if ink is supplied in a constant amount, an image is formed without non-uniform density. The printer has a simple structure in which a single dam plate (ink key) is provided along an axial direction of an ink moving roller. In ink supply control, a degree of opening of the dam plate is always a constant degree of opening, and an amount of ink supplied per unit time is a constant amount.